

IN THE CLAIMS

Please amend the claims as follows:

Claim 1 (Currently Amended): An apparatus for recording and reproducing a broadcast program, comprising:

a receiver configured to receive program content data broadcasted, the program content[[s]] data including ~~viewer response request information~~ commercial content data, the commercial content data including commercial identify information, the commercial identify information including a commercial identifier and a server address of a commercial audience response control server;

a memory configured to record the program content data received by said receiver;

a decoder configured to decode the program content data in case of reproducing the program content data stored in said memory, and to extract the ~~response request~~ commercial identify information from the decoded program content data; and

a presentation unit configured to inform a viewer of the commercial identify information in case of reproducing the commercial content data; and

a sending unit configured to ~~send an item to be counted in response to the viewer's response to the response request information~~ create commercial audience response information in response to the viewer's selection for the commercial identify information, the commercial audience response information including the commercial identifier and an identifier of said apparatus, and to send the commercial audience response information to the commercial audience response control server.

Claim 2 (Currently Amended): The apparatus according to claim 1,
wherein the ~~program content data includes commercial content data, and the~~
~~commercial content data includes commercial identify information as the response request~~
~~information~~ commercial identify information is multiplexed on the commercial content data.

Claim 3 (Currently Amended): The apparatus according to claim 2, wherein the
commercial identify information includes ~~a commercial identifier, a server address of a~~
~~commercial audience response control server~~, an available day as an effective term, a
company name as a commercial sponsor, and a commercial name as a title.

Claim 4 (Original): The apparatus according to claim 3,
wherein the program content data are previously encoded as a bit stream of each
picture by predetermined coding order in case of broadcastly distributing, and
wherein the commercial identify information is divided into a plurality of elements as
response user data, and each element is sequentially inserted on arbitrary pictures of encoded
commercial contents data.

Claim 5 (Original): The apparatus according to claim 4,
wherein said decoder sequentially extracts each element from the arbitrary picture of
decoded commercial content data, and regenerates the commercial identify information by
combining the plurality of elements.

Claim 6 (Original): The apparatus according to claim 5, further comprising a program
response information memory configured to store the commercial identify information with a
non-response flag if the available day in the commercial identify information is effective and
the same commercial identify information is not already stored.

Claim 7 (Currently Amended): The apparatus according to claim 6,
~~further comprising a~~ wherein said presentation unit presents a message or a sound that
the commercial identify information is configured to inform the viewer of the response
~~request information as the commercial identify information~~ included in the commercial
contents data while the commercial contents data is reproducing.

Claim 8 (Original): The apparatus according to claim 7,
wherein said presentation unit displays a list of the commercial identify information
corresponding to the non-response flag, and
further comprising a response operation unit configured for the viewer to select the
commercial identify information to be responded to from the list.

Claim 9 (Currently Amended): The apparatus according to claim 8,
wherein ~~said sending unit creates commercial audience response information~~
~~including the commercial audience response information includes~~ the commercial identifier
of the commercial identify information selected by said response operation unit and, ~~an~~ the
identifier of said apparatus ~~for reproducing the commercial contents data~~ and a user identifier
of the viewer through said response operation unit.

Claim 10 (Currently Amended): The apparatus according to claim 9,
~~wherein~~ when said sending unit sends the commercial audience response information
to the commercial audience response control server ~~corresponding to the server address in~~
said program response information memory stores the commercial identify information
~~selected by said response operation unit~~ and the user identifier.

Claim 11 (Currently Amended): The apparatus according to claim ~~[[9]]~~ 10,
~~wherein the commercial audience response information additionally includes a user~~
~~identifier of the viewer~~ when said response operation unit selects commercial identify
information from the list, if said program response information memory already stores the
commercial identify information and a user identifier of a viewer through said response
operation unit, said sending unit does not create the commercial audience response
information.

Claim 12 (Currently Amended): A method for recording and reproducing a broadcast
program in an apparatus, comprising:

receiving program content~~[[s]]~~ data broadcasted, the program content data including
~~viewer response request information~~ commercial content data, the commercial content data
including commercial identify information, the commercial identify information including a
commercial identifier and a server address of a commercial audience response control server;

recording the program content data received at the receiving step in a memory;

decoding the program content data in case of reproducing the program content data
recorded in said memory;

extracting the ~~response-request~~ commercial identify information from the decoded
program content data; ~~and~~

~~sending an item to be counted in response to the viewer's response to the response~~
~~request information~~ informing a viewer of the commercial identify information in case of
reproducing the commercial content data;

creating commercial audience response information in response to the viewer's
selection for the commercial identify information, the commercial audience response
information including the commercial identifier and an identifier of said apparatus; and

sending the commercial audience response information to the commercial audience response control server.

Claim 13 (Currently Amended): The method according to claim 12,
wherein the ~~program content data includes commercial content data, and the commercial content data includes~~ commercial identify information as ~~the response request information~~ is multiplexed on the commercial content data.

Claim 14 (Currently Amended): The method according to claim 13, wherein the commercial identify information includes ~~a commercial identifier, a server address of a commercial audience response control server,~~ an available day as an effective term, a company name as a commercial sponsor, and a commercial name as a title.

Claim 15 (Original): The method according to claim 14,
wherein the program content data are previously encoded as a bit stream of each picture by predetermined coding order in case of broadcastly distributing, and
wherein the commercial identify information is divided into a plurality of elements as response user data, and each element is sequentially inserted on arbitrary pictures of encoded commercial contents data.

Claim 16 (Original): The method according to claim 15,
at the decoding step, further comprising: sequentially extracting each element from the arbitrary picture of decoded commercial contents data; and
regenerating the commercial identify information by combining the plurality of elements.

Claim 17 (Original): The method according to claim 16, further comprising:
storing the commercial identify information with a non-response flag if the available day in the commercial identify information is effective and the same commercial identify information is not already stored.

Claim 18 (Currently Amended): The method according to claim 17, further comprising:
~~informing the viewer of the response request information as the commercial identify information~~ presenting a message or a sound that the commercial identify information is included in the commercial content[[s]] data while the commercial contents data is reproducing.

Claim 19 (Original): The method according to claim 18, further comprising:
displaying a list of the commercial identify information corresponding to the non-response flag, and
selecting the commercial identify information to be responded to from the list in response to the viewer's operation.

Claim 20 (Currently Amended): The method according to claim 19, at the sending step, further comprising:
creating commercial audience response information including the commercial identifier of the selected commercial identify information ~~and an~~ the identifier of an said apparatus ~~for reproducing the commercial content data, and a user identifier of the viewer.~~

Claim 21 (Currently Amended): The method according to claim 20, at the sending step, further comprising:

~~sending the commercial audience response information to the commercial audience response control server corresponding to the server address in the selected commercial identify information~~ when the commercial audience response information is sent to the commercial audience response control server, storing the commercial identify information and the user identifier in a program response information memory.

Claim 22 (Currently Amended): The method according to claim 20 21,
when commercial identify information is selected by a reviewer from the list, if said program response information memory already stores the commercial identify information and a user identifier of the viewer, wherein the commercial audience response information additionally includes a user identifier of the viewer is not created.

Claim 23 (Currently Amended): A computer program product for use with a computer, comprising:

a computer usable medium having computer readable program code embodied in said medium for causing said computer to record and reproduce a broadcast program, said computer readable program code having:

computer readable program code to receive program content data broadcasted, the program content[[s]] data including ~~viewer response request information~~ commercial content data, the commercial content data including commercial identify information, the commercial identify information including a commercial identifier and a server address of a commercial audience response control server;

computer readable program code to record the program content data in a memory;

computer readable program code to decode the program content data in case of reproducing the program content data recorded in said memory;

computer readable program code to extract the ~~response request~~ commercial identify information from decoded program content data; and

computer readable program code to inform a viewer of the commercial identify information in case of reproducing a commercial content data;

computer readable program code to create commercial audience response information in response to the viewer selection for the commercial identify information, the commercial audience response information including the commercial identifier and an identifier of said computer; and

computer readable program code to send ~~an item to be counted in response to the viewer's response to the response request information~~ the commercial audience response information to the commercial audience control server.